



TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Management
Subject code	FCEE-BA-121
Mainprogram	Grado en Análisis de Negocios/Business Analytics
Involved programs	Grado en Análisis de Negocios/Business Analytics y Grado en Relaciones Internacionales [Primer Curso] Grado en Análisis de Negocios/Business Analytics y Grado en Derecho [Primer Curso] Grado en Ingeniería en Tecnologías de Telecom. y Grado en Análisis de Negocios/Business Analytics [Primer Curso]
Credits	6,0 ECTS
Type	Básico
Department	Departamento de Gestión Empresarial
Coordinator	Laura Gismera Tierno
Schedule	Consultar a tal efecto los horarios de los diferentes grupos y titulaciones en los que se imparte.
Office hours	Solicitar cita previa por email

Teacher Information	
Teacher	
Name	Noemi Pérez-Macías Martín
Department	Departamento de Gestión Empresarial
Email	nperezmacias@icade.comillas.edu
Teacher	
Name	Pablo Vega Torres
Department	Departamento de Gestión Empresarial
Office	Alberto Aguilera 23 Sala de Profesores 5ª Planta Central (escalera este)
Email	pvega@icade.comillas.edu

SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
After having taken Fundamentals of Management, the student will understand the main features of a



company, including the reason behind its existence, the role it plays in society, and its organization.

He/she should also have a clear understanding of the challenges that the present-day business environment represents for Management and Business Administration.

Prerequisites

None

Competencies - Objectives

Competences

GENERALES

CG02	Capacidad de análisis de datos masivos procedentes de diversas fuentes: texto, audio, numérica e imagen
CG04	Capacidad para elaborar proyectos e informes de manera oral y escrita, difundiendo estas ideas a través de canales digitales
	RA3 Incorpora la información a su propio discurso, citando adecuadamente las fuentes que utiliza
CG06	Habilidades interpersonales en la sociedad de la información: escuchar, argumentar y debatir
CG08	Capacidad crítica y autocrítica en la sociedad de la información
CG09	Compromiso ético en la sociedad de la información
CG11	Capacidad para aprender y trabajar autónomamente en la sociedad de la información

ESPECÍFICAS

CE02	Conocer y comprender los determinantes básicos de la dirección de empresas, tales como la planificación de objetivos y actividades, su organización y control, sus áreas funcionales y las relaciones con el entorno, así como reconocer la función de liderazgo que el directivo ejerce en la definición y gestión de los mismos.
	RA1 Conoce diferentes argumentos y perspectivas teóricas para justificar la existencia de la empresa como agente socioeconómico y el rol del empresario
	RA2 Reconoce las áreas funcionales clave de una empresa y las decisiones esenciales en cada una de ellas
	RA3 Conoce herramientas de analítica de datos (o combinaciones de ellas) orientadas a la visualización de información y a la predicción de las dinámicas esenciales del



	entorno empresarial
RA4	Conoce los principales problemas organizativos y sus soluciones, valorando la adecuación de las distintas estructuras organizativas

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks	
TOPIC 1: The Firm	
Subject 1: Vision and mission of the firm	
TOPIC 2: The environment of the enterprise	
Subject 2: The Internal Audit and Main Functional Areas	
Subject 3: The External Audit	
TOPIC 3: Business Management	
Subject 4: Strategy Implementation	
TOPIC 4: The Society and the Firm	
Subject 5: Vision and mission of the firm	
TOPIC 5: Cross-cutting topic	
Subject 6: How to write a business plan	

TEACHING METHODOLOGY

General methodological aspects of the subject	
General teaching aspects of the subject	
Class Attendance Method: Training Activities	Skills
AF1. Magister lessons in which the Professor will present the main concepts in a clear, structured, and motivating way, frequently through	CGI 1. CGI 2.



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2020 - 2021

the use of audiovisual material.

CG13.



<p>AF2. Classes with Active Participation. Lectures in which the Professor explains basic concepts and in which students are expected to discuss and debate conflictive or unclear points. The Professor will include dynamic presentations and require students to participate either spontaneously or having had previously prepared written answers.</p>	<p>CGI 4.</p>
<p>AF6. Case studies stemming from a brief Reading by the Professor, which will enable the students to apply the knowledge they have acquired and hone their debate skills. The case studies will be based on a selection of materials specifically geared toward the subject matter, enabling the student to acquire the proper reflexes to both confront and solve problems. Teamwork is suggested.</p>	<p>CGI 2. CGP 11.</p>
<p>AF7. Student presentations. Presentation and defense of a particular topic. May be either individual or group. Evaluations will be based on conceptual organization, mastery of the subject, clarity, order of the different stages and, in the case of group presentations, active collaboration of each of the team members.</p>	<p>CGP 12. CGI 6.</p>
<p>Self-study Method: Training Activities</p>	<p>Skills</p>
<p>AF8. Individual study and further documentation which the student will carry out in order to understand, elaborate and retain material of a scientific nature, enabling him/her to apply it in his/her professional career. Individual reading (bibliography) and notes of all kind (books, magazines, the press, Internet publications, reports...) related to the subject material may be used. Students may find related material and documentation on the University website.</p>	<p>CGI 4. CGI 5.</p>
<p>AF11. Academic tutoring may be carried out either individually or in small groups in order to 1) solve any problems which may have arisen during the course and/or 2) observe the student's/student's understanding of the material studied.</p>	<p>CGI 6. CGI 3.</p>
<p>AF12. Theme investigation. Learning procedure among team members which requires research, cooperation and the sharing of information in order to reach a common goal. Individual goals are met if and only if the other team members meet their goals as well.</p>	<p>CGI1.</p>

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS



Lecciones de Carácter expositivo	Ejercicios y resolución de casos y de problemas		
15.00	40.00		
NON-PRESENTIAL HOURS			
Ejercicios y resolución de casos y de problemas	Sesiones tutoriales	Estudios individual y/o en grupo, y lectura organizada	Trabajos monográficos y de investigación, individuales o colectivos
25.00	10.00	40.00	20.00
ECTS CREDITS: 6,0 (150,00 hours)			

EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
Final exam	Students should be able to answer clearly and precisely different sorts of questions	50 %
Evaluation of group theme and case studies	Participation during case studies discussion and analytical and problem-solving skills connected to such case studies.	20 %
Class quizzes and exercises	Students should be able to answer different sorts of questions connected to the lectures.	20 %
Participation in lectures	Active participation during lectures	10 %

Ratings

Assessment in July extraordinary exams

1. Students in their junior year (i.e. 3rd year) with attendance exemption, students who are re-taking the subject, in exchange or in an internship approved by *Jefatura de estudios*:

i) If students are in this situation, it is their responsibility to contact their professors by email at the beginning of the semester and arrange to hand in an essay that will comprise 25% of the final grade.

ii) Ordinary exam (based both on theoretical and practical questions) 50% of the final grade

2. Students who failed the ordinary exam



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2020 - 2021

I) Exam (based both on theoretical and practical questions) 50% of the final grade

II) Assessment during academic year 50% of the final grade

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

Main references

- David, F. R., & David, F. R. (2017). Strategic management: Concepts and cases: A competitive advantage approach. Pearson. 16th Edition
- David, F. R., & David, F. R. (2017). Conceptos de Administración Estratégica. Pearson. 15ª Edición

Complementary Bibliography

Book chapters

- Check footnotes at the end of each topic on the slides

Papers

- Discussed during lectures

In compliance with current regulations on the **protection of personal data**, we would like to inform you that you may consult the aspects related to privacy and data [that you have accepted on your registration form](#) by entering this website and clicking on "download"

<https://servicios.upcomillas.es/sedelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792>